

The TPT Seller
4 Step Launch Plan

*From classroom teacher to
thriving TPT seller!*

By No Worksheets Allowed

Introduction

The Benefits of Selling on TPT

Teachers Pay Teachers (TPT) is an online marketplace where educators share, buy and sell teaching resources. It can allow you to:

- Earn a passive income from resources.
- Make a difference for teachers and children worldwide.
- Develop skills in design, SEO and content writing.



The Four-Step Launch Plan

- Starting your TPT store might feel overwhelming. That's why I've created this 4-step launch plan to help you kickstart your journey!
- Step 1 is all about finding your niche and identifying what makes your teaching style unique.
- In step 2, you'll choose a store name and design a logo that captures your brand.
- For step 3, you'll work out when you can squeeze in the time to build your thriving TPT store.
- Finally, in step 4, you'll learn the basics of designing a high-quality resource.
- By the end, you'll have a solid foundation for your store and the confidence to hit 'publish' on your first product.

Step 1 - Finding Your Niche

What is a Niche?

- With millions of resources already available, standing out can feel daunting. The secret is to find your niche - that special blend of your passion, skills and market demand.
- The more specific you are, the easier it is to be recognised. You'll attract an audience that genuinely needs your resources. Focusing on one area makes content creation faster.
- Your niche should be something you enjoy – otherwise, sustaining long-term motivation can be challenging.



Finding Your Niche

- Think about the subjects or year groups you love teaching the most. Are there learning strategies or methodologies you're especially skilled at?
- What problems do you solve for your pupils or colleagues? For example, if you're passionate about phonics and early literacy, your niche might be creating engaging phonics games.
- Passion is powerful, but you also want to ensure there's demand. Use TPT's search bar to explore keywords related to your ideas.

My Ideas for a Niche

- Write down all the jobs you've had in education.
- Think about which age group(s), subject(s), teaching strategies and methodologies interest you the most.
- What aspects of your job do people compliment you on?

Step 2: Choose a Store Name + Design a Logo

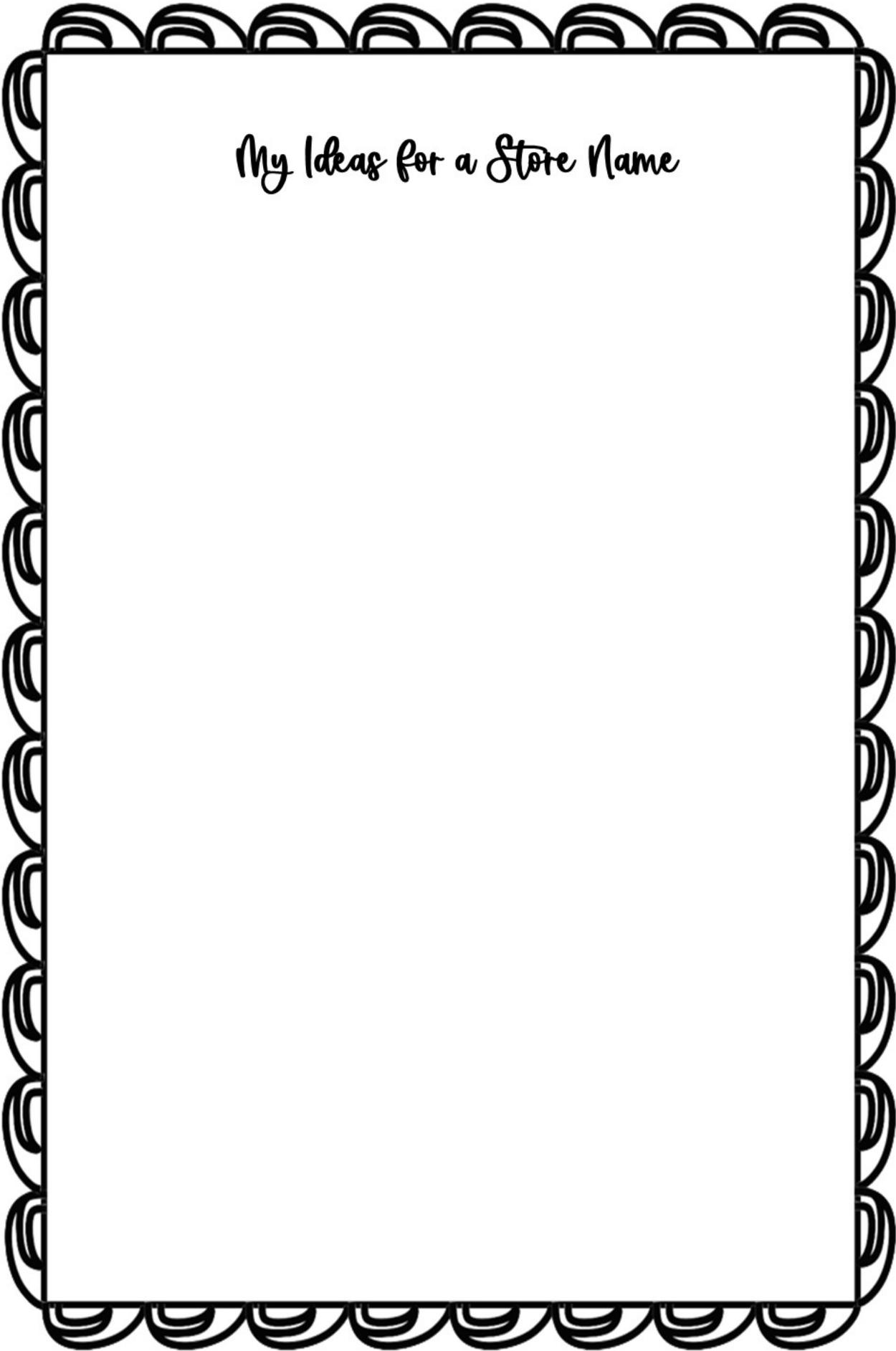
Store Name

- Choose a store name that reflects your brand.
- You want something catchy, memorable and relevant to your teaching niche.
- Make sure you check TPT's search bar, Google and social media to ensure the name hasn't already been taken!



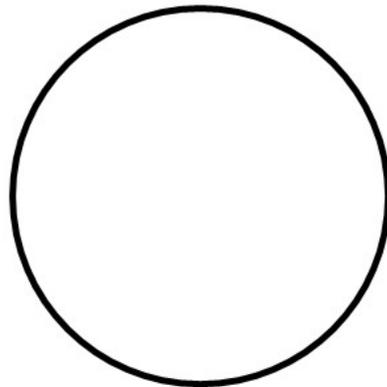
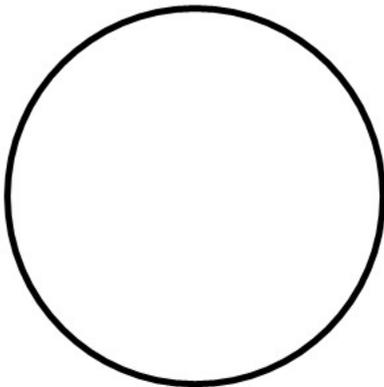
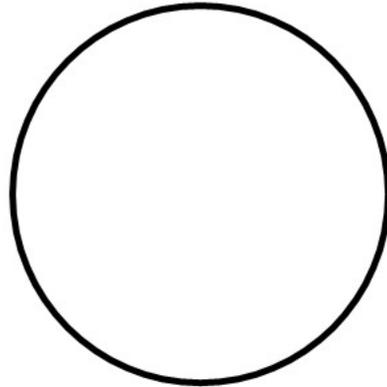
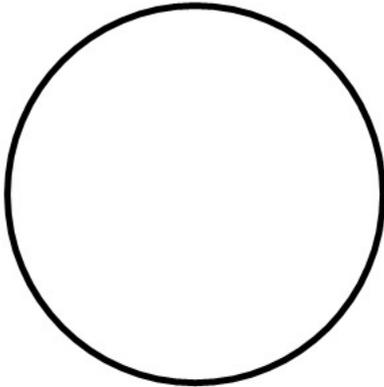
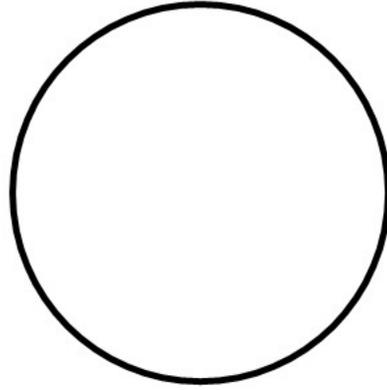
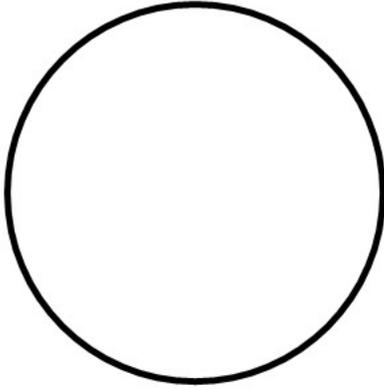
Logo

- Some people like to add a photo of themselves as a profile picture on TPT.
- Others prefer to add a polished and unique logo to help their store stand out.
- Tools like Canva or Adobe Express make it easy to create a professional-looking logo, even if you're not a designer.
- Use your logo to showcase your brand colors and style.



My Ideas for a Store Name

My Ideas for a Logo



Step 3: Finding Time to Build Your Store

- One of the biggest hurdles for new TPT sellers is actually finding time to work on your store and create resources!
- The truth is, you don't need endless hours — just a little intention and consistency. Let's break it down!



Set Aside Time for Your TPT Store

- Look at your schedule and find pockets of time you can dedicate to your store.
- Maybe it's 30 minutes before school, an hour on Sunday afternoon or while your kids are at a club.
- Treat it like an appointment — and stick to it!
- Some weeks will be busier than others, and that's okay.
- The important thing is to keep moving forward, even if it's just one small step at a time.

TPT Timetable

Identify times during the week when you can work on TPT.

Day	Morning	Afternoon	Evening
Mon			
Tues			
Wed			
Thurs			
Fri			
Sat			
Sun			

Step 4: Designing High-Quality Resources

Know Your Audience

- Before you create anything, consider your target audience.
- Is the resource for children, or is it for the teacher?
- Knowing who you're creating for helps you tailor the design to meet their needs.
- What problem are you solving for them? Try to fill a need.
- How will this resource make teaching easier or more effective?



Plan with Purpose

- Map out your resources before you start designing.
- What skills or knowledge will users gain?
- Your first TPT resource must be a freebie of 10 pages or fewer. Even though it's free, ensure that it gives value – you want to impress potential buyers, after all!
- Will you create a set of worksheets, activities, games, lesson plans or something else?
- Use the product planner on the next page to help you.

Product Planner

Who is the resource for?

Why is it useful?

Learning objectives:

Type of resource (e.g., game, activity, worksheet):

Differentiation:

Colour/black and white/both?:

Clipart needed:

Font(s) I will use:

A Roadmap for TPT Sellers

1 Find your niche

3 Design a high-quality resource

5 List your resource

2 Set up your store profile

4 Create thumbnails and a preview

6 Manage and grow your business

TPT Seller's Quiz

Think you're a TPT expert? Take this quiz to test your knowledge!

1. What's the best way to help your products get found on TPT?

- A. Writing a detailed, keyword-rich product title and description.
- B. Uploading lots of similar products at once.
- C. Creating a flashy thumbnail with lots of text.

2. Which file format is generally best for protecting your content?

- A. Word Document (.docx)
- B. PowerPoint (.pptx)
- C. PDF (.pdf)

3. What's one key element of an effective TPT product title?

- A. A catchy, fun phrase.
- B. Keywords that describe exactly what the product is.
- C. Your store name.

4. What's the purpose of a product preview?

- A. To show the entire product so buyers know what they're getting.
- B. To give a sneak peek of what's inside without giving everything away.
- C. It's optional — most buyers don't check previews.

5. What's a key strategy for pricing your products?

- A. Always price lower than similar products.
- B. Set a higher price and never run sales
- C. Compare similar resources and consider the value you're offering.

6. What's the most important element of a product cover?

- A. A lot of text explaining the resource.
- B. A bright, clutter-free design with a clear title.
- C. A personal photo to make it relatable.

7. Which might violate copyright when creating a TPT product?

- A. Using free clipart you found on Google.
- B. Incorporating commercially licensed fonts and graphics.
- C. Creating your own illustrations or designs.

8. Why should you offer free resources in your TPT store?

- A. To attract buyers and build trust with your content.
- B. Because paid resources don't sell well.
- C. Just to get reviews, even if the product is low quality.

Scoring and Results

Answers: 1A, 2C, 3B, 4B, 5C, 6B, 7A, 8A

7-8 Correct — TPT Mastermind! You know your stuff! Your store is probably thriving but there's always room to refine your strategy.

4-6 Correct — Savvy Seller! You've got a solid grasp of TPT selling but a few tweaks could help you level up.

1-3 Correct — Aspiring Entrepreneur! You're just getting started, and that's okay! Every pro was once a beginner. Use the tips in this guide to strengthen your store and grow your sales.

You Might Also Like

THE TEACHER'S GUIDE TO SELLING ON TPT

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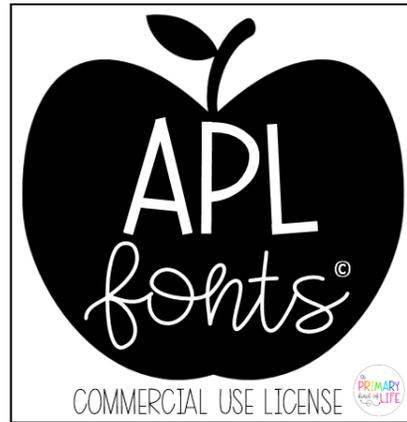
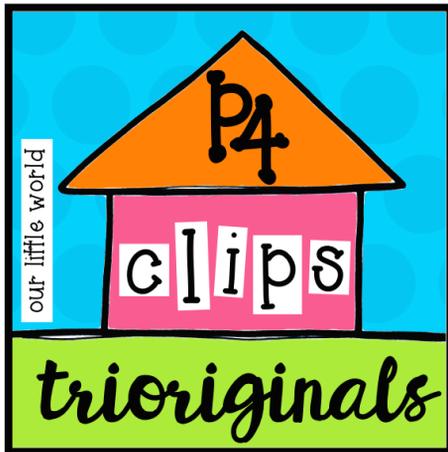


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Learn how to earn a passive income from selling resources. I'm in the top 2% of TPT sellers – discover my secrets!

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